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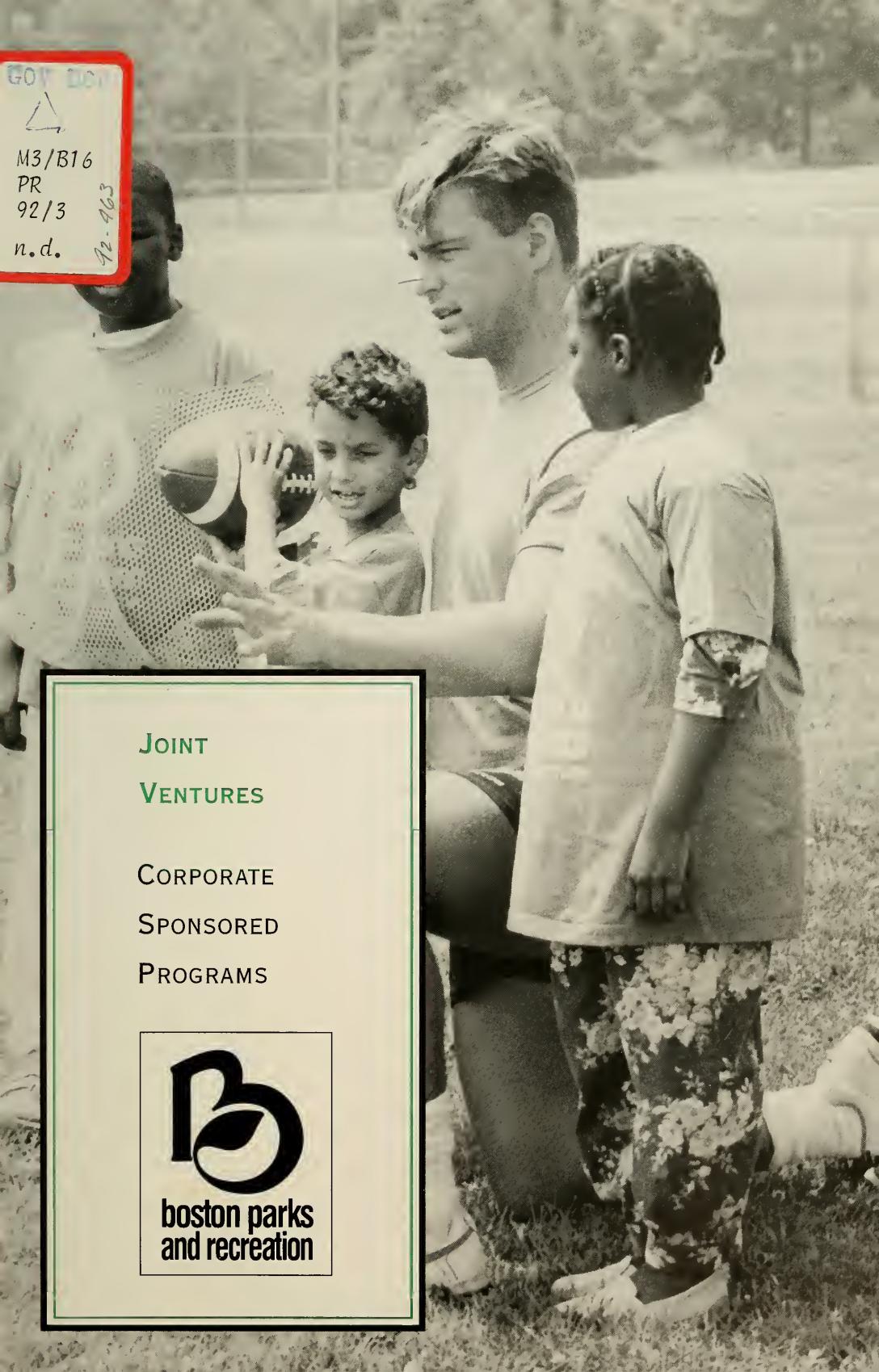
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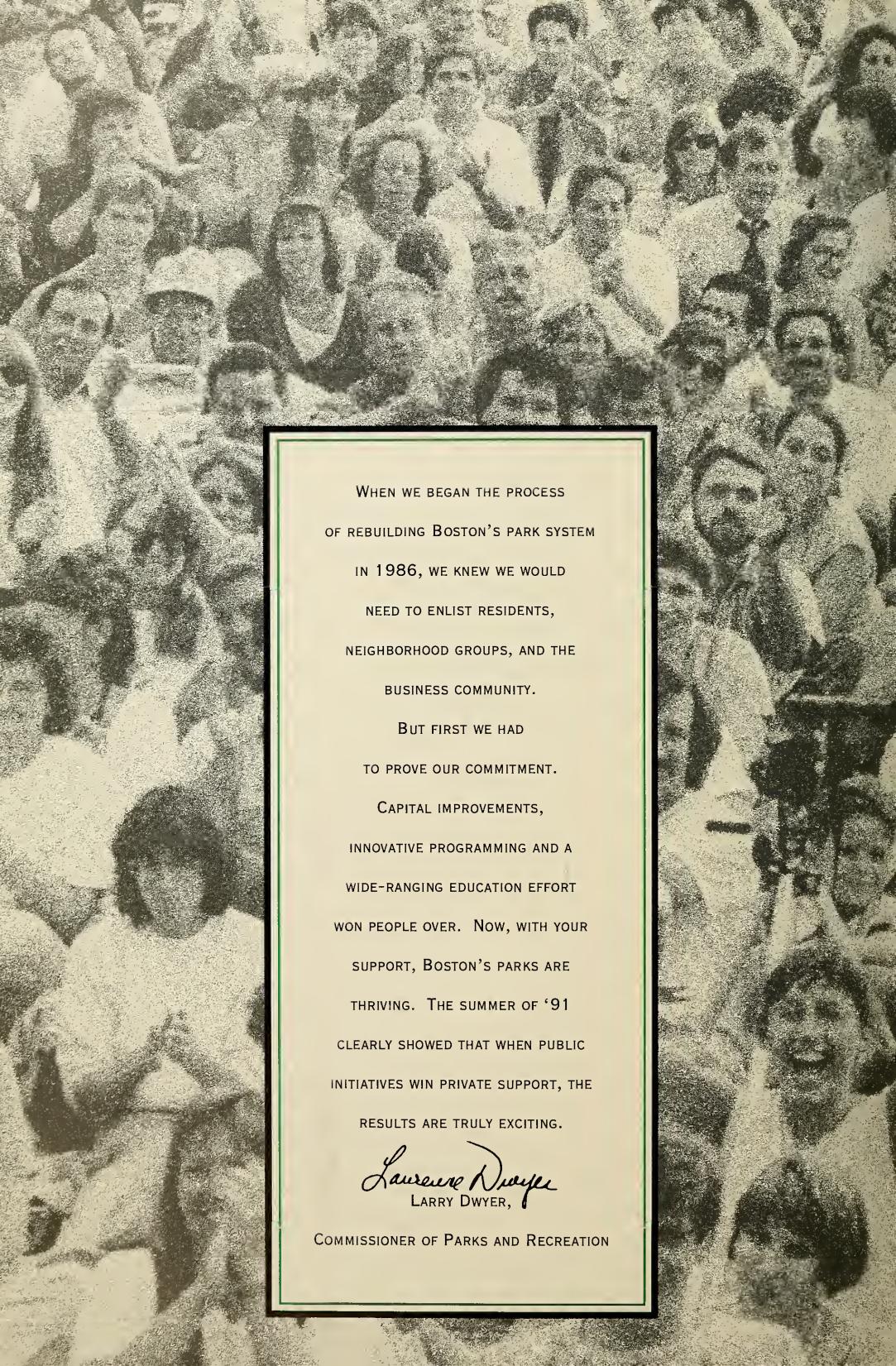
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JOINT
VENTURES
CORPORATE
SPONSORED
PROGRAMS

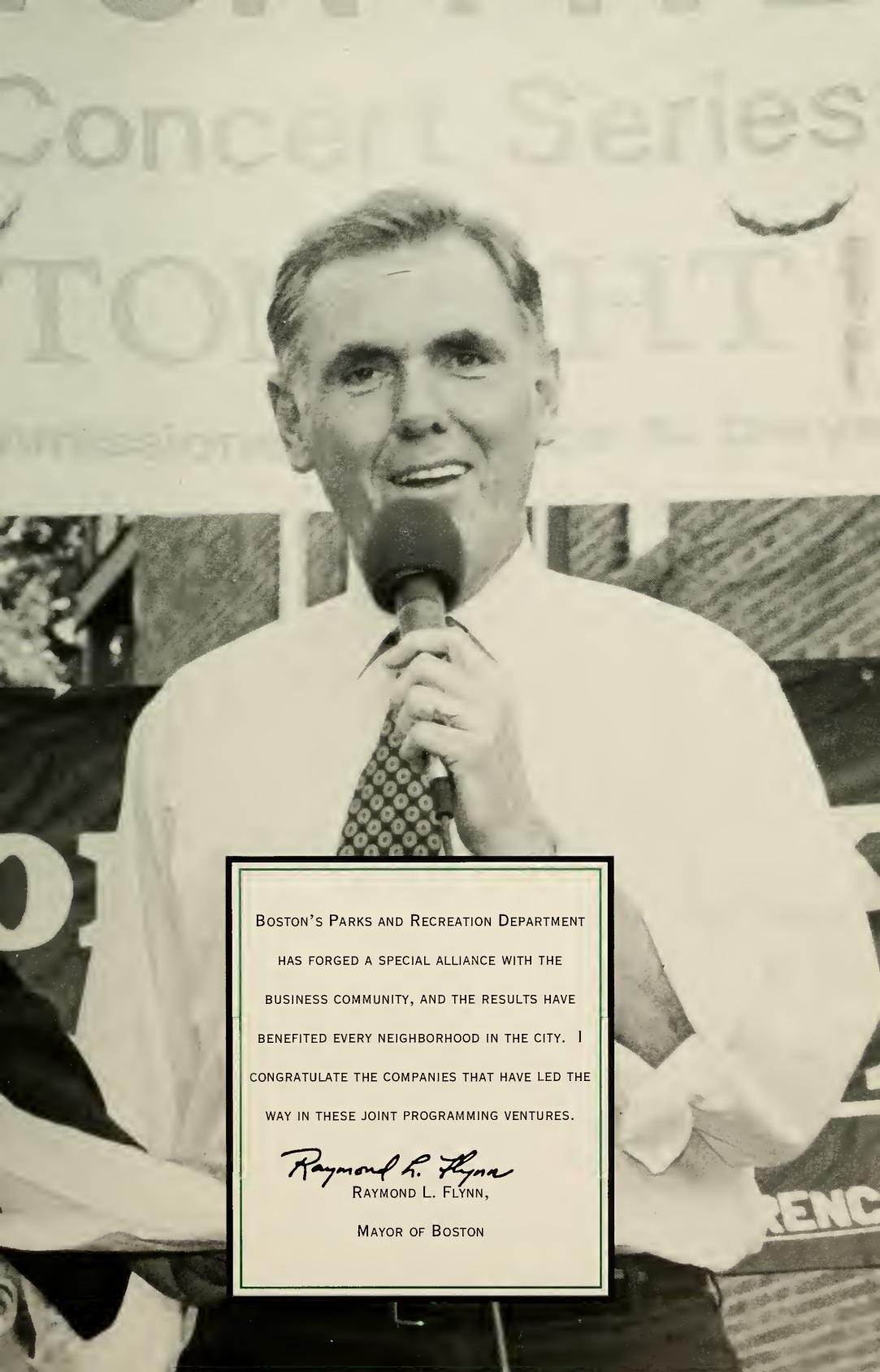




WHEN WE BEGAN THE PROCESS
OF REBUILDING BOSTON'S PARK SYSTEM
IN 1986, WE KNEW WE WOULD
NEED TO ENLIST RESIDENTS,
NEIGHBORHOOD GROUPS, AND THE
BUSINESS COMMUNITY.
BUT FIRST WE HAD
TO PROVE OUR COMMITMENT.
CAPITAL IMPROVEMENTS,
INNOVATIVE PROGRAMMING AND A
WIDE-RANGING EDUCATION EFFORT
WON PEOPLE OVER. NOW, WITH YOUR
SUPPORT, BOSTON'S PARKS ARE
THRIVING. THE SUMMER OF '91
CLEARLY SHOWED THAT WHEN PUBLIC
INITIATIVES WIN PRIVATE SUPPORT, THE
RESULTS ARE TRULY EXCITING.

Larry Dwyer
LARRY DWYER,

COMMISSIONER OF PARKS AND RECREATION



BOSTON'S PARKS AND RECREATION DEPARTMENT

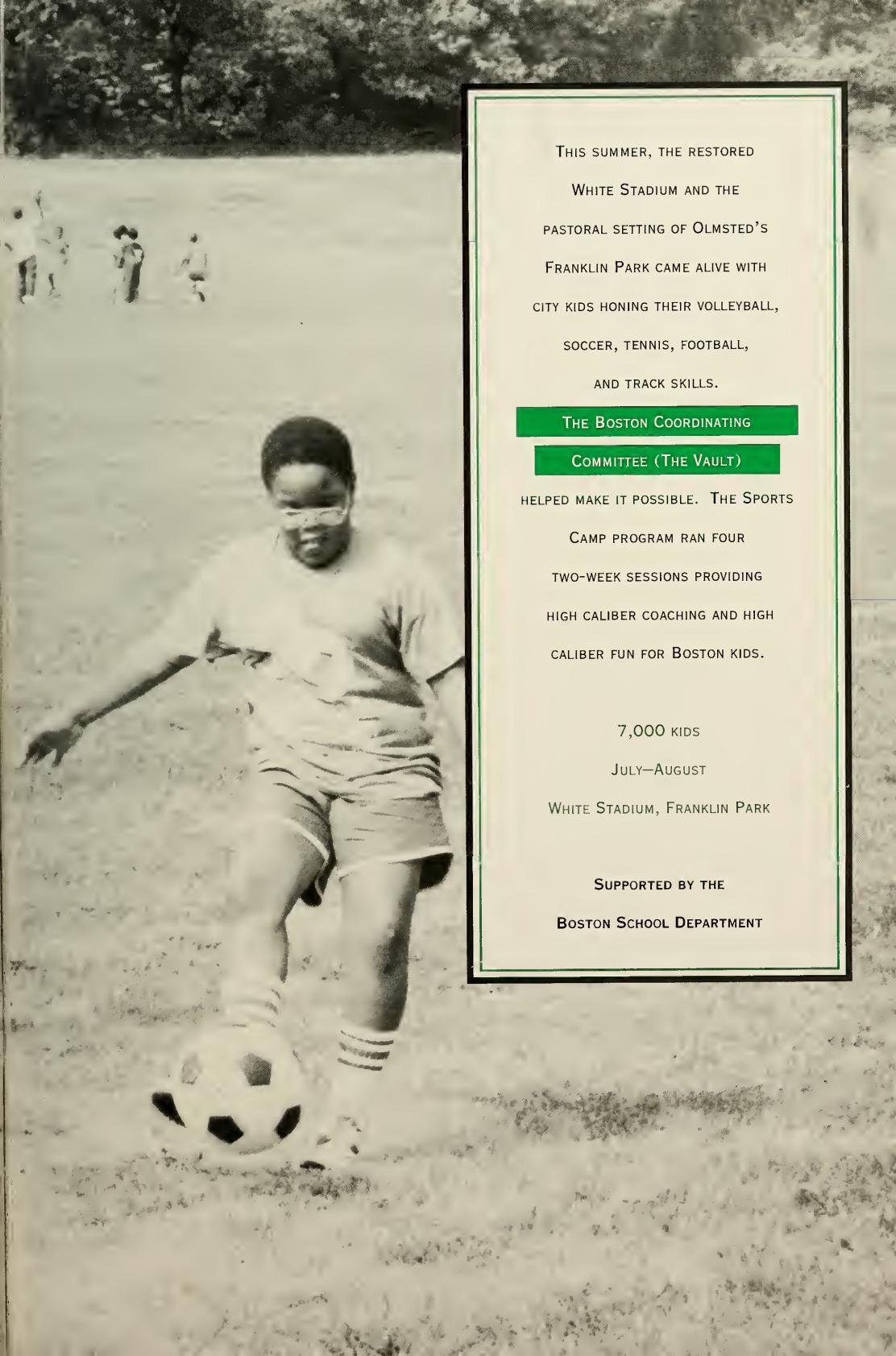
HAS FORGED A SPECIAL ALLIANCE WITH THE
BUSINESS COMMUNITY, AND THE RESULTS HAVE
BENEFITED EVERY NEIGHBORHOOD IN THE CITY. I
CONGRATULATE THE COMPANIES THAT HAVE LED THE
WAY IN THESE JOINT PROGRAMMING VENTURES.

Raymond L. Flynn

RAYMOND L. FLYNN,

MAYOR OF BOSTON





THIS SUMMER, THE RESTORED
WHITE STADIUM AND THE
PASTORAL SETTING OF OLMSTED'S
FRANKLIN PARK CAME ALIVE WITH
CITY KIDS HONING THEIR VOLLEYBALL,
SOCCER, TENNIS, FOOTBALL,
AND TRACK SKILLS.

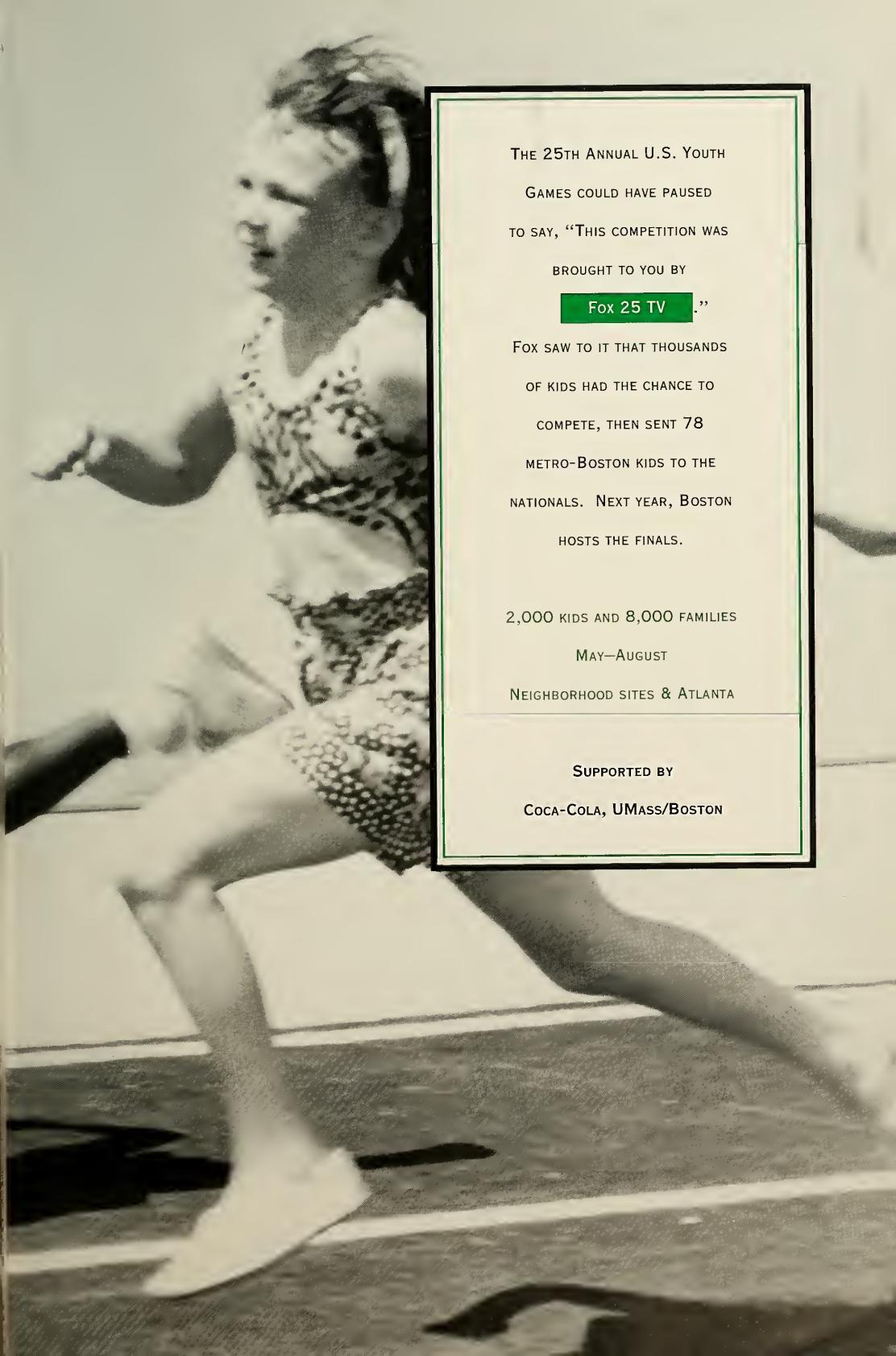
**THE BOSTON COORDINATING
COMMITTEE (THE VAULT)**

HELPED MAKE IT POSSIBLE. THE SPORTS
CAMP PROGRAM RAN FOUR
TWO-WEEK SESSIONS PROVIDING
HIGH CALIBER COACHING AND HIGH
CALIBER FUN FOR BOSTON KIDS.

7,000 KIDS
JULY—AUGUST
WHITE STADIUM, FRANKLIN PARK

SUPPORTED BY THE
BOSTON SCHOOL DEPARTMENT





THE 25TH ANNUAL U.S. YOUTH

GAMES COULD HAVE PAUSED

TO SAY, "THIS COMPETITION WAS

BROUGHT TO YOU BY

Fox 25 TV ."

FOX SAW TO IT THAT THOUSANDS

OF KIDS HAD THE CHANCE TO

COMPETE, THEN SENT 78

METRO-BOSTON KIDS TO THE

NATIONALS. NEXT YEAR, BOSTON

HOSTS THE FINALS.

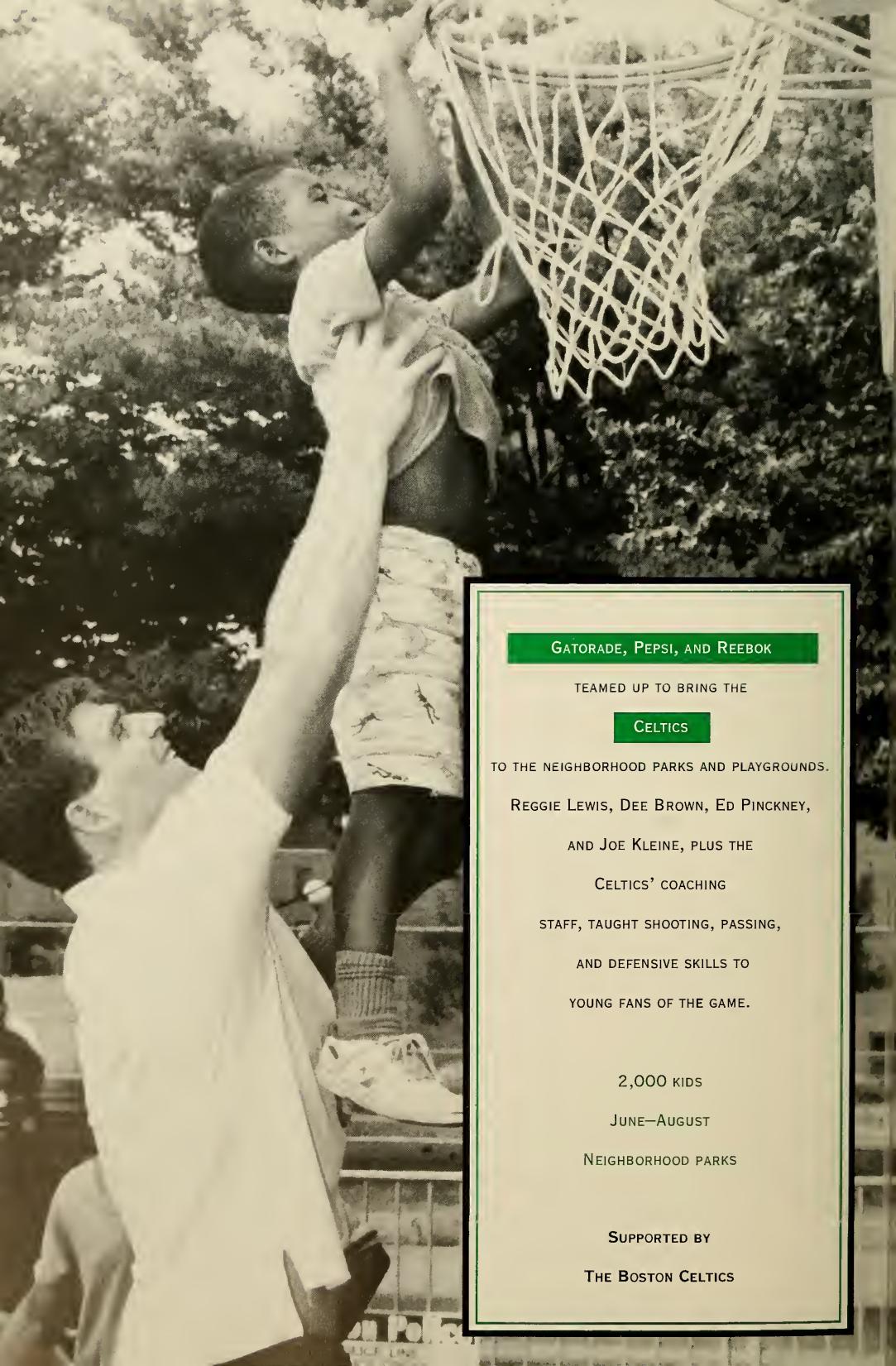
2,000 KIDS AND 8,000 FAMILIES

MAY—AUGUST

NEIGHBORHOOD SITES & ATLANTA

SUPPORTED BY

COCA-COLA, UMASS/BOSTON



GATORADE, PEPSI, AND REEBOK

TEAMED UP TO BRING THE

CELTICS

TO THE NEIGHBORHOOD PARKS AND PLAYGROUNDS.

REGGIE LEWIS, DEE BROWN, ED PINCKNEY,

AND JOE KLEINE, PLUS THE

CELTICS' COACHING

STAFF, TAUGHT SHOOTING, PASSING,

AND DEFENSIVE SKILLS TO

YOUNG FANS OF THE GAME.

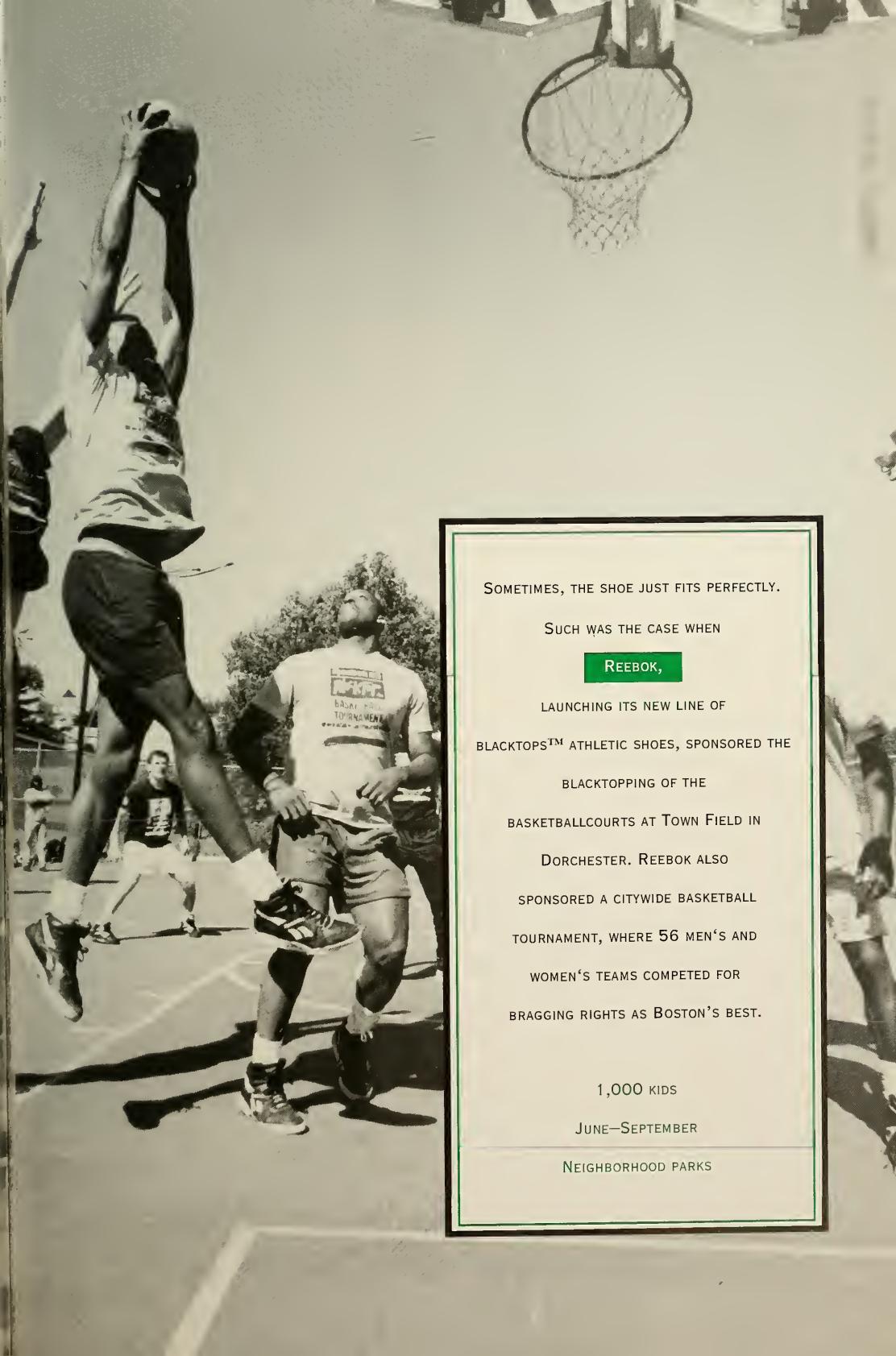
2,000 KIDS

JUNE—AUGUST

NEIGHBORHOOD PARKS

SUPPORTED BY

THE BOSTON CELTICS



SOMETIMES, THE SHOE JUST FITS PERFECTLY.

SUCH WAS THE CASE WHEN

REEBOK,

LAUNCHING ITS NEW LINE OF

BLACKTOPS™ ATHLETIC SHOES, SPONSORED THE

BLACKTOPPING OF THE

BASKETBALLCOURTS AT TOWN FIELD IN

DORCHESTER. REEBOK ALSO

SPONSORED A CITYWIDE BASKETBALL

TOURNAMENT, WHERE 56 MEN'S AND

WOMEN'S TEAMS COMPETED FOR

BRAGGING RIGHTS AS BOSTON'S BEST.

1,000 KIDS

JUNE—SEPTEMBER

NEIGHBORHOOD PARKS



WE CALLED THE SERIES,

"CABLEVISION'S PARTY IN THE PARK,"

AND INVITED THE WHOLE CITY TO JOIN THE FUN.
IT SEEMS EVERYONE CAME, BLANKET AND PICNIC
BASKET IN HAND, WHILE CABLEVISION PROVIDED THE
FIRST RATE TALENT IN 12 DIFFERENT SETTINGS.

THE GRAND FINALE:

WILLIE NELSON ON THE COMMON.

50,000 ADULTS AND FAMILIES

JULY-SEPTEMBER

DOWNTOWN & NEIGHBORHOODS

SUPPORTED BY HBO, THE NASHVILLE

NETWORK, SPORTS CHANNEL,

COUNTRY MUSIC TELEVISION, THE

MBTA, AND THE BOSTON HERALD

"CABLEVISION WAS THRILLED

WITH THE TREMENDOUSLY
SUCCESSFUL 1991 PARTY IN THE
PARK CONCERT SERIES.

THE PARTNERSHIP WITH THE PARKS

DEPARTMENT HAS HELPED US

TO REACH OUT TO THE
NEIGHBORHOODS, THEREBY SERVING
OUR SUBSCRIBERS BETTER
WHILE HAVING FUN IN THE PROCESS."

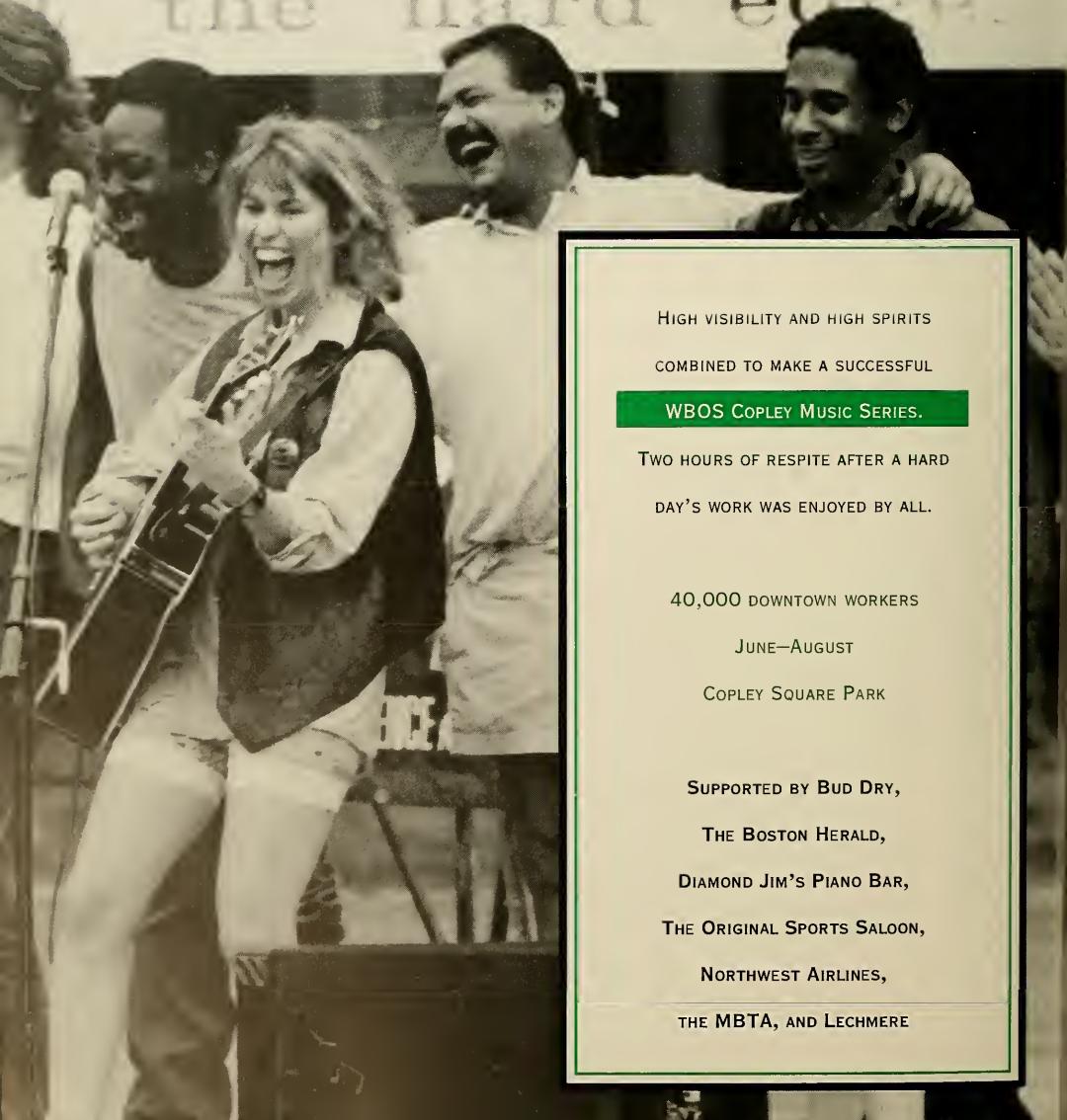
DICK CLARK, GENERAL MANAGER,

CABLEVISION OF BOSTON



WBOS
92.9 FM

the hard edge.



HIGH VISIBILITY AND HIGH SPIRITS

COMBINED TO MAKE A SUCCESSFUL

WBOS COPLEY MUSIC SERIES.

TWO HOURS OF RESPITE AFTER A HARD

DAY'S WORK WAS ENJOYED BY ALL.

40,000 DOWNTOWN WORKERS

JUNE—AUGUST

COPLEY SQUARE PARK

SUPPORTED BY BUD DRY,

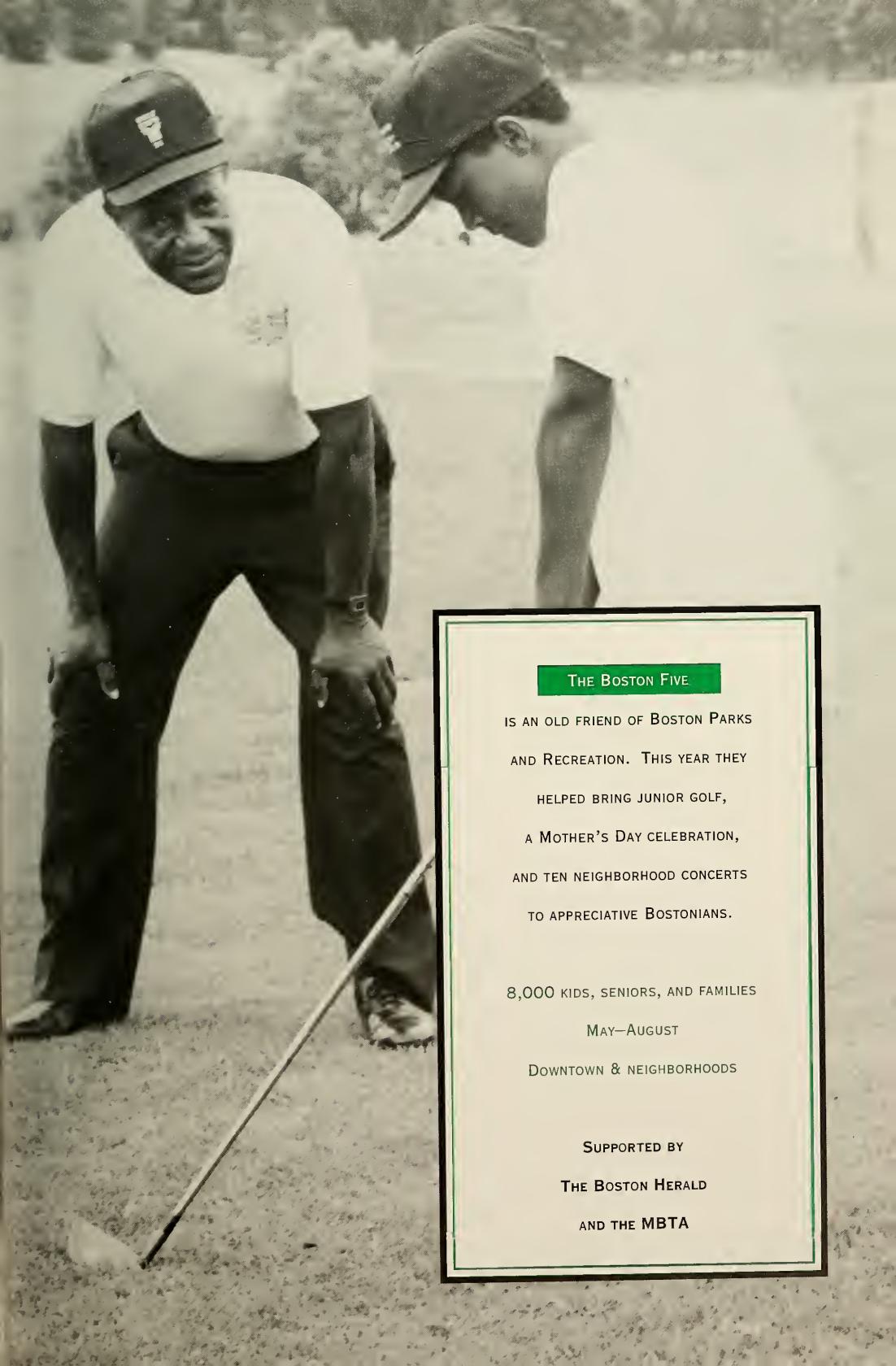
THE BOSTON HERALD,

DIAMOND JIM'S PIANO BAR,

THE ORIGINAL SPORTS SALOON,

NORTHWEST AIRLINES,

THE MBTA, AND LECHMERE

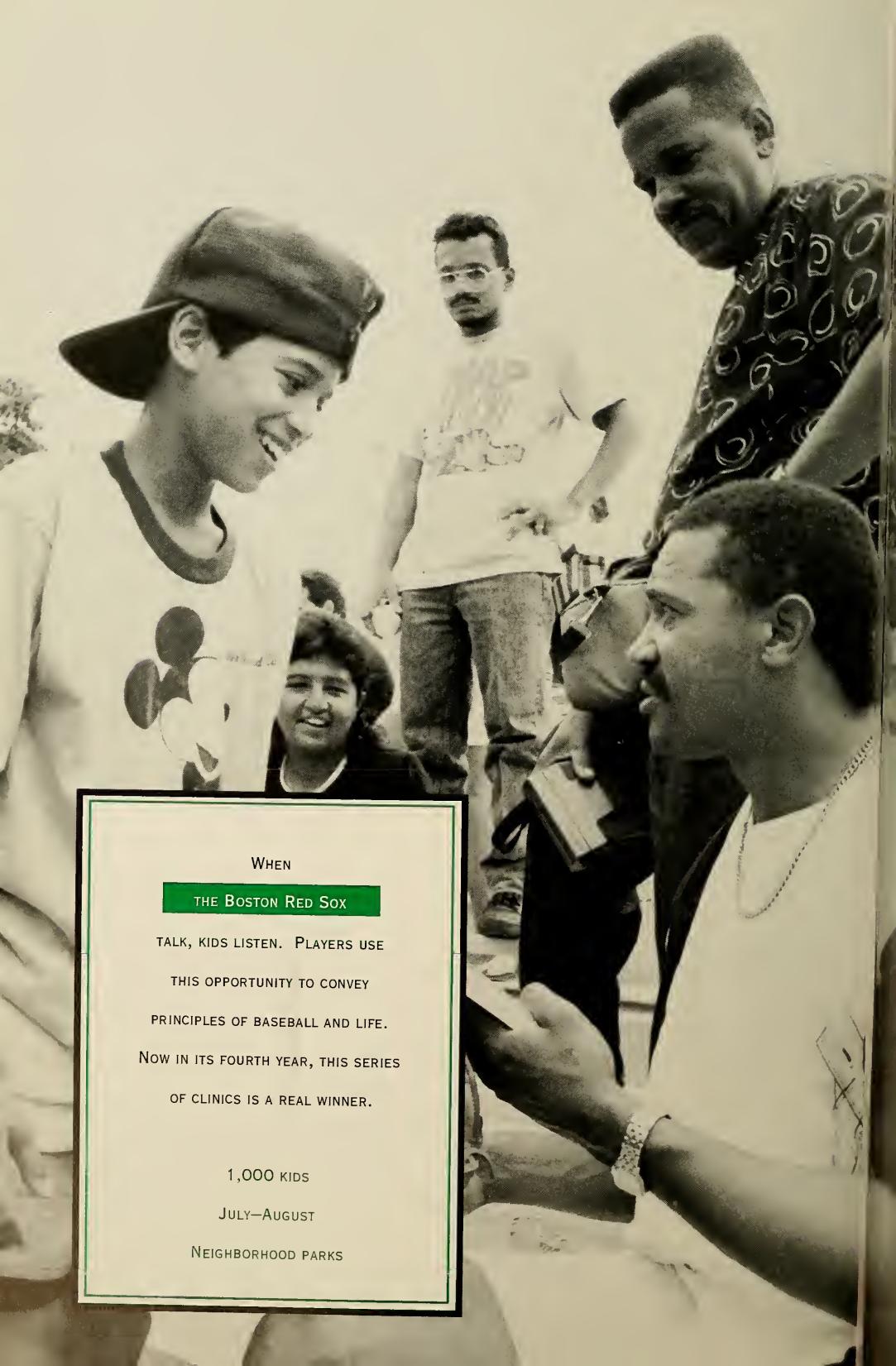


THE BOSTON FIVE

IS AN OLD FRIEND OF BOSTON PARKS
AND RECREATION. THIS YEAR THEY
HELPED BRING JUNIOR GOLF,
A MOTHER'S DAY CELEBRATION,
AND TEN NEIGHBORHOOD CONCERTS
TO APPRECIATIVE BOSTONIANS.

8,000 KIDS, SENIORS, AND FAMILIES
MAY—AUGUST
DOWNTOWN & NEIGHBORHOODS

SUPPORTED BY
THE BOSTON HERALD
AND THE MBTA



WHEN

THE BOSTON RED SOX

TALK, KIDS LISTEN. PLAYERS USE

THIS OPPORTUNITY TO CONVEY

PRINCIPLES OF BASEBALL AND LIFE.

NOW IN ITS FOURTH YEAR, THIS SERIES

OF CLINICS IS A REAL WINNER.

1,000 KIDS

JULY—AUGUST

NEIGHBORHOOD PARKS

TWO VERY SPECIAL DAYS GOT
SUMMER OFF TO A GREAT START:
ARNOLD SCHWARZENEGGER'S
"FITNESS DAY IN THE PARK,"
AND THE ANNUAL "KITE FESTIVAL."
WHILE THE FORMER TALKED ABOUT
GETTING AND STAYING IN SHAPE, THE LATER
WAS ABOUT GETTING AND
STAYING IN TOUCH WITH NEIGHBORS AND
WITH CITY GREENSPACE.

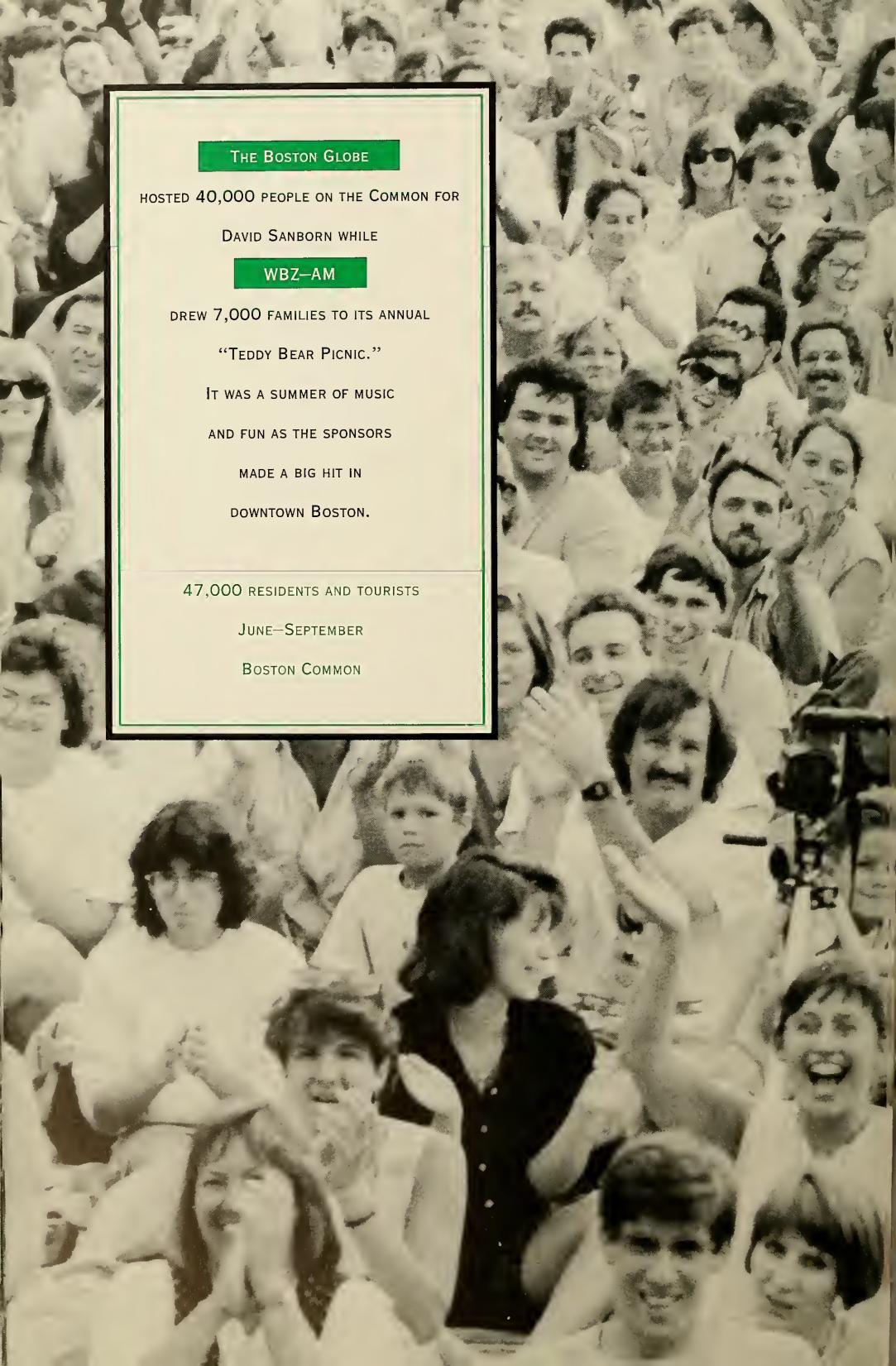
25,000 KIDS AND PARENTS

MAY

BOSTON COMMON & FRANKLIN PARK

SUPPORTED BY THE BOSTON ATHLETIC
ASSOCIATION, ADIDAS, WLVI TV 56, BOSTON
SQUASH CLUB, EXCEED, AND WILD-AM





THE BOSTON GLOBE

HOSTED 40,000 PEOPLE ON THE COMMON FOR

DAVID SANBORN WHILE

WBZ-AM

DREW 7,000 FAMILIES TO ITS ANNUAL

“TEDDY BEAR PICNIC.”

IT WAS A SUMMER OF MUSIC

AND FUN AS THE SPONSORS

MADE A BIG HIT IN

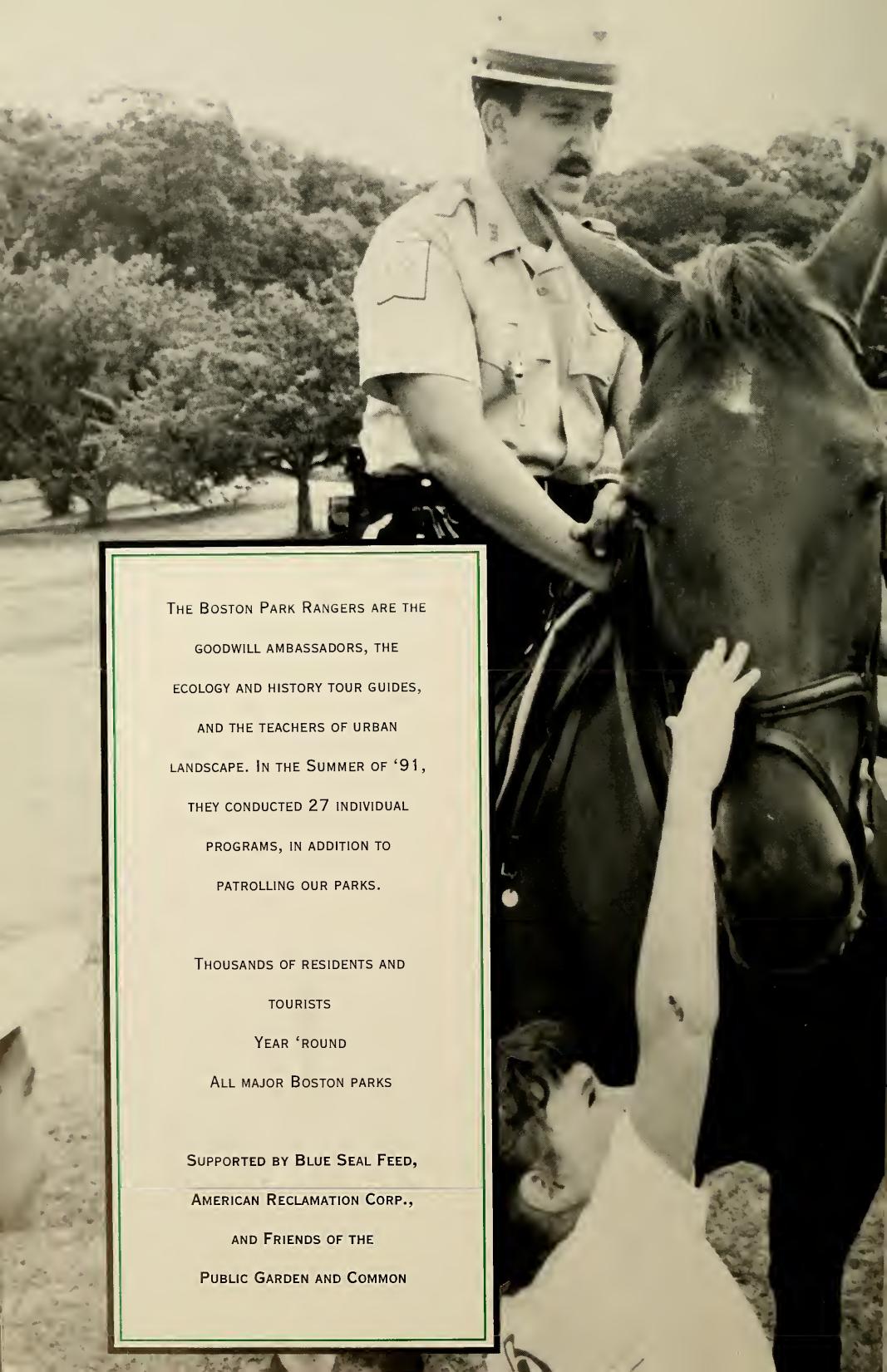
DOWNTOWN BOSTON.

47,000 RESIDENTS AND TOURISTS

JUNE—SEPTEMBER

BOSTON COMMON

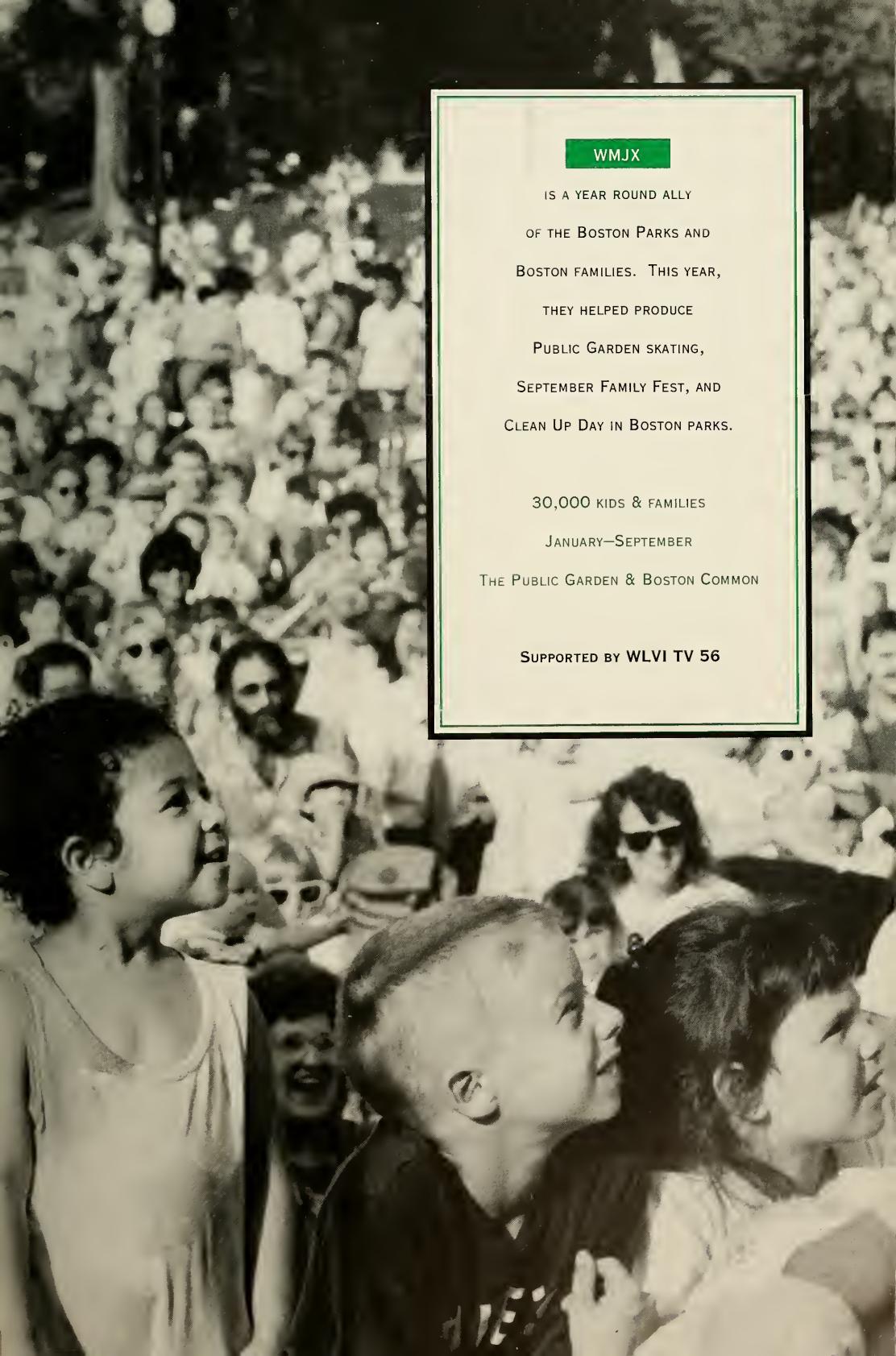




THE BOSTON PARK RANGERS ARE THE
GOODWILL AMBASSADORS, THE
ECOLOGY AND HISTORY TOUR GUIDES,
AND THE TEACHERS OF URBAN
LANDSCAPE. IN THE SUMMER OF '91,
THEY CONDUCTED 27 INDIVIDUAL
PROGRAMS, IN ADDITION TO
PATROLLING OUR PARKS.

THOUSANDS OF RESIDENTS AND
TOURISTS
YEAR 'ROUND
ALL MAJOR BOSTON PARKS

SUPPORTED BY BLUE SEAL FEED,
AMERICAN RECLAMATION CORP.,
AND FRIENDS OF THE
PUBLIC GARDEN AND COMMON



WMJX

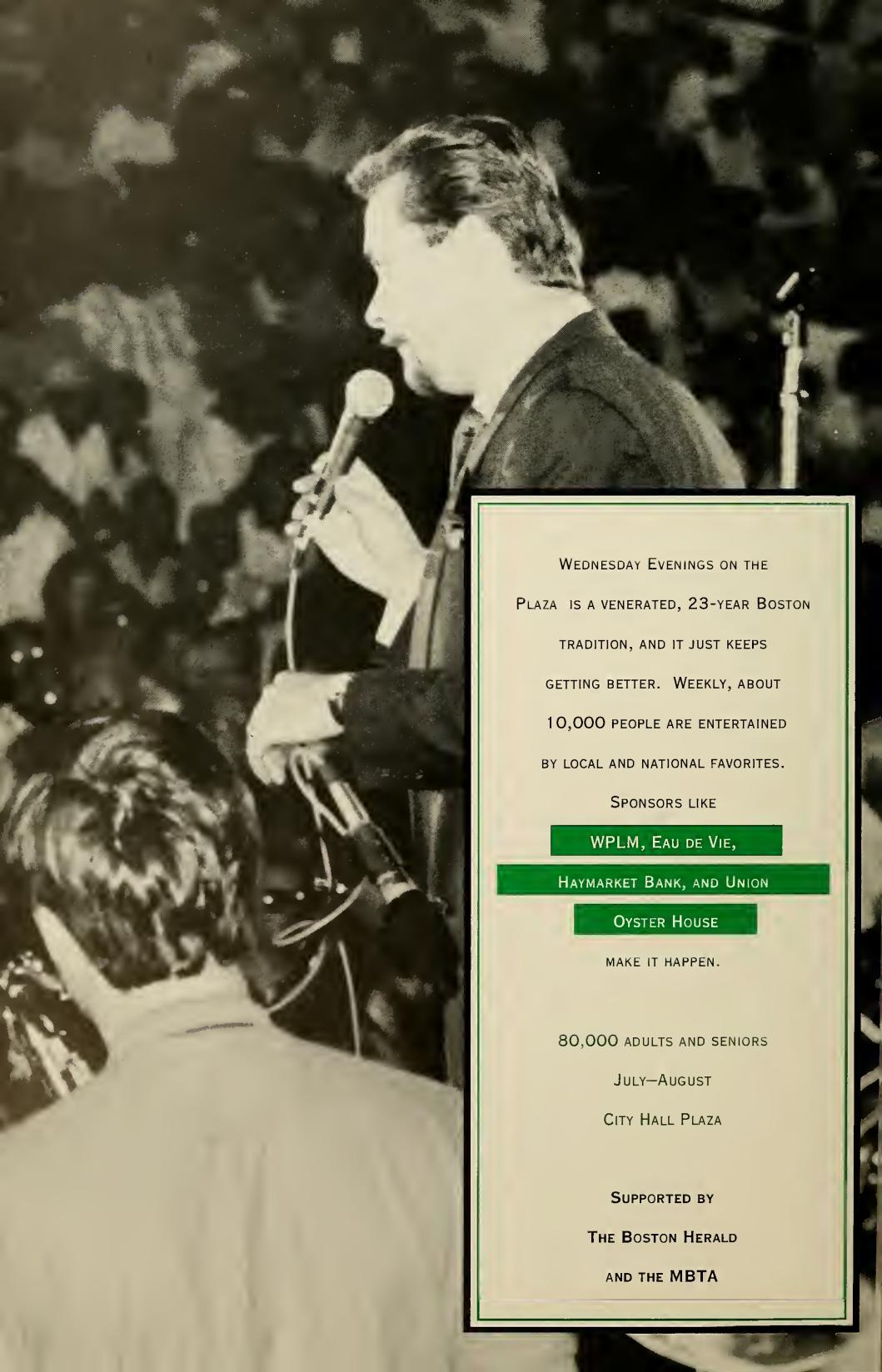
IS A YEAR ROUND ALLY
OF THE BOSTON PARKS AND
BOSTON FAMILIES. THIS YEAR,
THEY HELPED PRODUCE
PUBLIC GARDEN SKATING,
SEPTEMBER FAMILY FEST, AND
CLEAN UP DAY IN BOSTON PARKS.

30,000 KIDS & FAMILIES

JANUARY—SEPTEMBER

THE PUBLIC GARDEN & BOSTON COMMON

SUPPORTED BY WLVI TV 56



WEDNESDAY EVENINGS ON THE
PLAZA IS A VENERATED, 23-YEAR BOSTON
TRADITION, AND IT JUST KEEPS
GETTING BETTER. WEEKLY, ABOUT
10,000 PEOPLE ARE ENTERTAINED
BY LOCAL AND NATIONAL FAVORITES.

SPONSORS LIKE

WPLM, EAU DE VIE,

HAYMARKET BANK, AND UNION

OYSTER HOUSE

MAKE IT HAPPEN.

80,000 ADULTS AND SENIORS

JULY—AUGUST

CITY HALL PLAZA

SUPPORTED BY

THE BOSTON HERALD

AND THE MBTA

A black and white photograph of sailboats on a harbor. In the foreground, a sailboat with a single occupant is prominent. Behind it, several other sailboats are visible, some with more than one person. The background shows a dense cluster of tall, modern skyscrapers and office buildings, suggesting an urban waterfront. The water is slightly choppy.

TENNIS RETURNED TO EIGHT OF
BOSTON'S PARKS THIS SUMMER. AS THE

NEW ENGLAND LAWN

TENNIS ASSOCIATION

MADE LESSONS AVAILABLE THREE

DAYS A WEEK. ON THE HARBOR,

COURAGEOUS

AND A FLEET OF RHODES 19s LEFT THE

DOCKS REGULARLY WITH COCKPITS

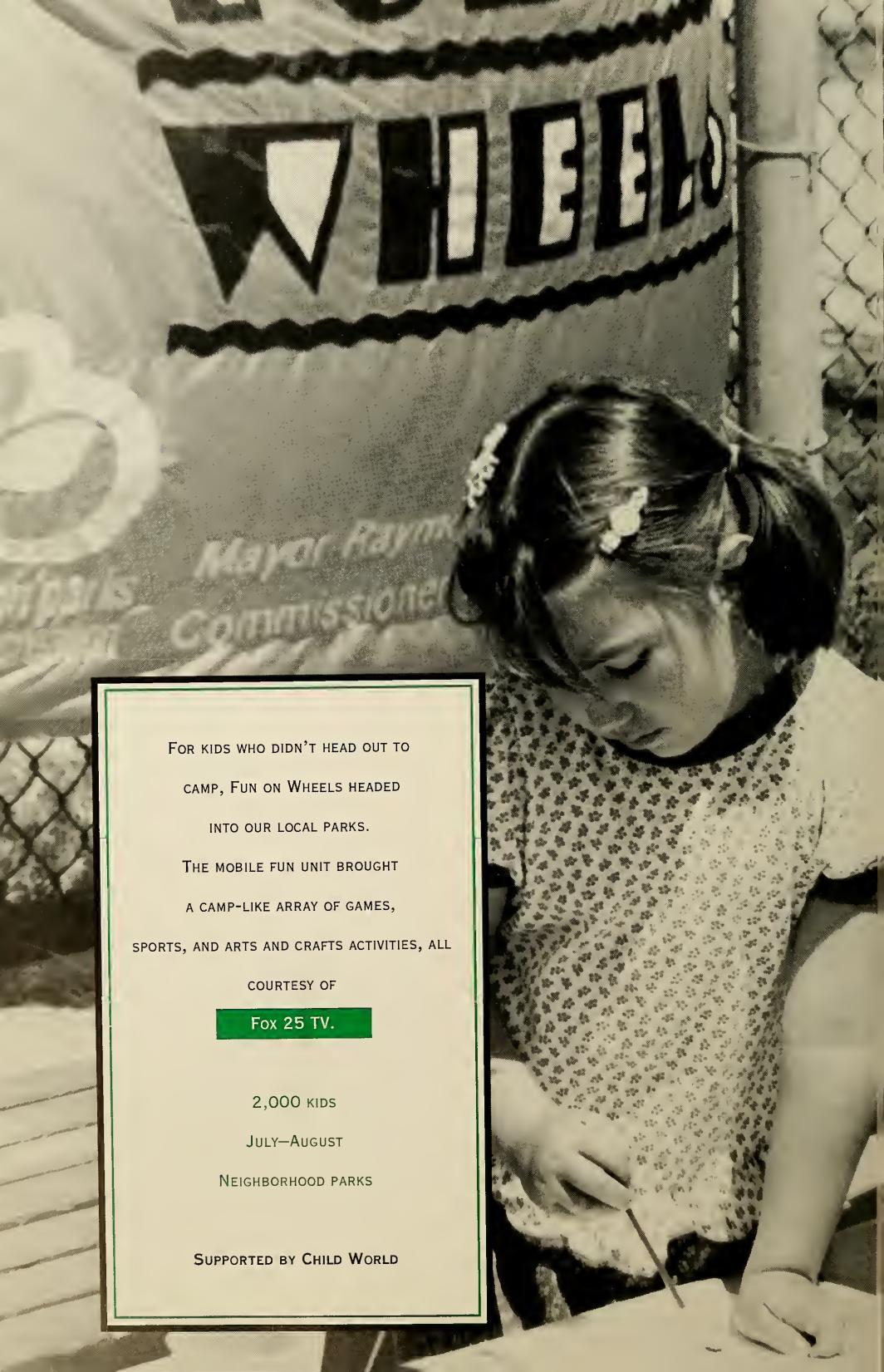
FULL OF WOULD-BE SAILORS.

900 KIDS (TENNIS)

5,200 KIDS AND ADULTS (SAILING)

JUNE—SEPTEMBER

VARIOUS PARKS & BOSTON HARBOR



WHEELS

NEIGHBORHOOD PARKS
COMMUNITY STONE

FOR KIDS WHO DIDN'T HEAD OUT TO
CAMP, FUN ON WHEELS HEADED
INTO OUR LOCAL PARKS.
THE MOBILE FUN UNIT BROUGHT
A CAMP-LIKE ARRAY OF GAMES,
SPORTS, AND ARTS AND CRAFTS ACTIVITIES, ALL
COURTESY OF

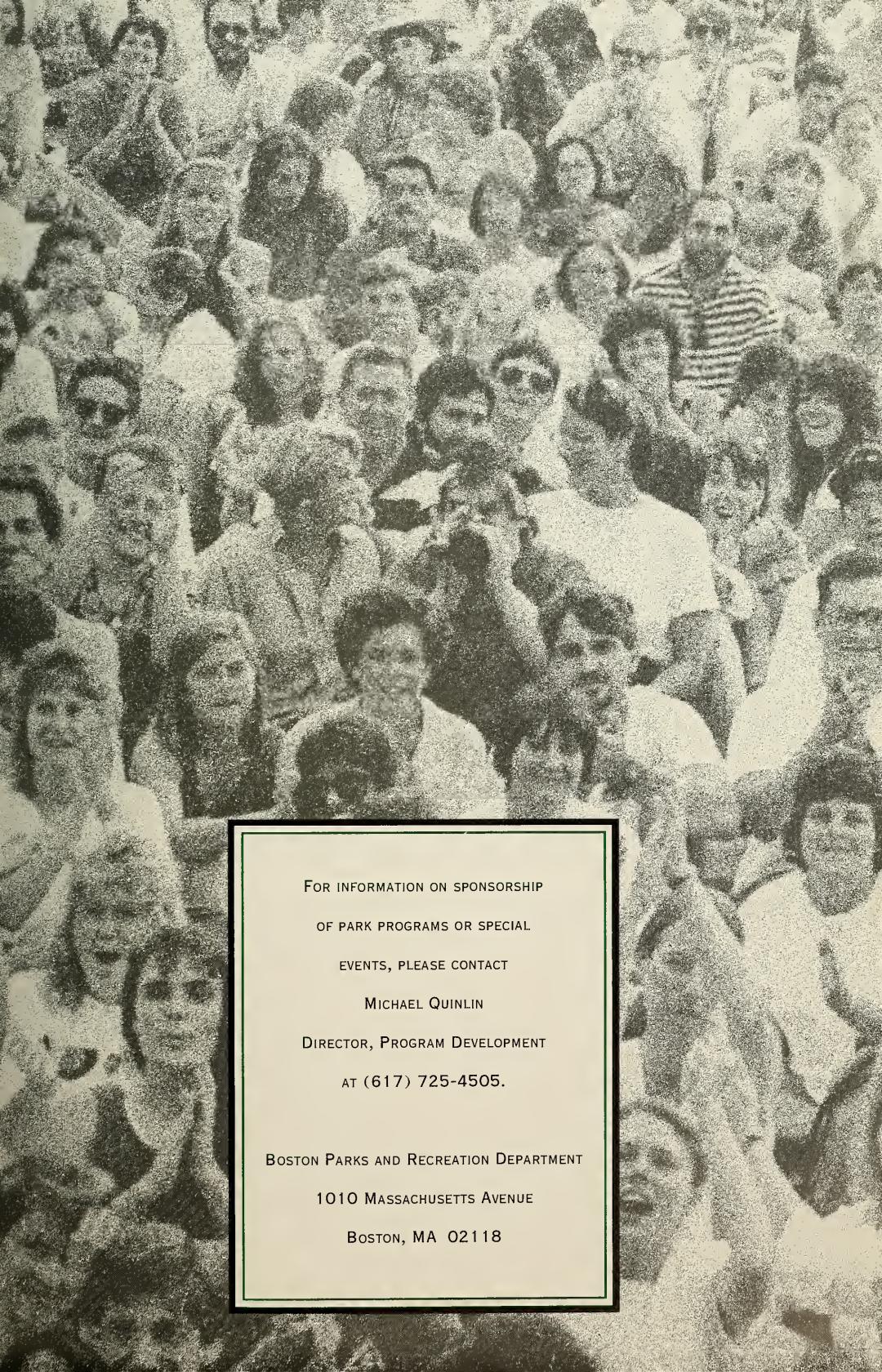
Fox 25 TV.

2,000 KIDS

JULY—AUGUST

NEIGHBORHOOD PARKS

SUPPORTED BY CHILD WORLD



FOR INFORMATION ON SPONSORSHIP

OF PARK PROGRAMS OR SPECIAL

EVENTS, PLEASE CONTACT

MICHAEL QUINLIN

DIRECTOR, PROGRAM DEVELOPMENT

AT (617) 725-4505.

BOSTON PARKS AND RECREATION DEPARTMENT

1010 MASSACHUSETTS AVENUE

BOSTON, MA 02118

